

## ORDER



WZZM 13

**Orders**  
**Order / Rev:** 707797  
**Alt Order #:** 06286004  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 1262  
**Flight Dates:** 08/21/12 - 08/27/12  
**Original Date / Rev:** 08/20/12 / 08/20/12  
**Order Type:** Political

**Primary AE:** Kristen Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	53	\$16,810.00	\$14,288.50
08/27/12	08/27/12	13	\$5,635.00	\$4,789.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$16,810.00	\$14,288.50	0.00
September 2012	13	\$5,635.00	\$4,789.75	0.00
<b>Totals</b>	<b>66</b>	<b>\$22,445.00</b>	<b>\$19,078.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WZZM 13	16%	\$22,445.00
Market	100%	\$140,281.25

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WOOD	27%	\$37,875.94
WOTV	0%	\$0.00
WWMT	49%	\$68,737.81
WXMI	8%	\$11,222.50
WXSP	0%	\$0.00
WZPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WZZM	08/21/12	08/24/12	M-F 6-7a	CM	6-7a	- TWTF - -	:30	8	\$335.00	P-2	0.00	NM	8	\$2,680.00
M-F Morning News															
2XDAY/MAX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- TWTF - -			8			\$335.00		0.00			
E 2	WZZM	08/21/12	08/24/12	M-F 7-9a	CM	7-9a	- TWTF - -	:30	8	\$335.00	P-2	0.00	NM	8	\$2,680.00
M-F Good Morning Ame															
2XDAY/MAX															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- TWTF - -			8			\$335.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WZZM	08/21/12	08/24/12	M-F 7-9a M-F Good Morning Ame	CM	7-9a	- TWTF - -	:30	8	\$335.00	P-2	0.00	NM	8	\$2,680.00
				2XDAY/MAX											
E 3	WZZM	08/21/12	08/24/12	M-F 12-1230p Noon News	CM	12-1230pm	- TWTF - -	:30	4	\$210.00	P-2	0.00	NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- TWTF - -		4			\$210.00		0.00				
E 4	WZZM	08/21/12	08/24/12	M-F 530-6pm M-F News	CM	530-6p	- TWTF - -	:30	4	\$250.00	P-4	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- TWTF - -		4			\$250.00		0.00				
E 5	WZZM	08/21/12	08/24/12	M-F 6-630p M-F News	CM	6-630p	- TWTF - -	:30	4	\$460.00	P-4	0.00	NM	4	\$1,840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- TWTF - -		4			\$460.00		0.00				
E 6	WZZM	08/21/12	08/23/12	M-F 630-7p M-F ABC World News	CM	630-7p	- TWT - - -	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- TWT - - -		3			\$550.00		0.00				
E 7	WZZM	08/21/12	08/24/12	Nightline Nightline	CM	1135p-1202a	- TWTF - -	:30	4	\$225.00	P-4	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- TWTF - -		4			\$225.00		0.00				
E 8	WZZM	08/21/12	08/26/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	- TWTFSS	:30	8	\$300.00	P-4	0.00	NM	8	\$2,400.00
				2XDAY/TUES-WED											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- TWTFSS		8			\$300.00		0.00				
E 9	WZZM	08/24/12	08/24/12	Fri Prime Other 20/20	CM	9-11p (9:00 PM-11:00 PM)	- - - - F - -	:30	2	\$475.00	P-3	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - - - F - -		2			\$475.00		0.00				
E 10	WZZM	08/25/12	08/25/12	Sa 8-9a Sa Good Morning Amer	CM	8-9a	- - - - - S -	:30	2	\$105.00	P-3	0.00	NM	2	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - - - - S -		2			\$105.00		0.00				
E 11	WZZM	08/26/12	08/26/12	Su 8-9a Su Good Morning Amer	CM	8-9a	- - - - - S	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - - - - S		2			\$135.00		0.00				
E 12	WZZM	08/26/12	08/26/12	Sun Early News Sun Early News	CM	Sun Early News (5:58 PM-6:30 PM)	- - - - - S	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - - - - S		1			\$220.00		0.00				
E 13	WZZM	08/26/12	08/26/12	Sun Early News Sun Early News	CM	Sun Early News (6:30 PM-7:00 PM)	- - - - - S	:30	1	\$220.00	P-5	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - - - - S		1			\$220.00		0.00				
E 14	WZZM	08/26/12	08/26/12	Sun Prime Other 1st Prog Extreme Makeover: We	CM	9-11p	- - - - - S	:30	2	\$475.00	P-3	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - - - - S		2			\$475.00		0.00				
E 15	WZZM	08/27/12	08/27/12	M-F 6-7a M-F Morning News	CM	6-7a	M - - - - -	:30	2	\$335.00	P-2	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	M - - - - -		2			\$335.00		0.00				
E 16	WZZM	08/27/12	08/27/12	M-F 7-9a M-F Good Morning Ame	CM	7-9a	M - - - - -	:30	2	\$335.00	P-2	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

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E 16	WZZM	08/27/12	08/27/12	M-F 7-9a M-F Good Morning Ame	CM	7-9a	M-----	:30	2	\$335.00	P-2	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		2				\$335.00		0.00			
E 17	WZZM	08/27/12	08/27/12	M-F 12-1230p Noon News	CM	12-1230pm	M-----	:30	1	\$210.00	P-2	0.00	NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$210.00		0.00			
E 18	WZZM	08/27/12	08/27/12	M-F 530-6pm M-F News	CM	530-6p	M-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$250.00		0.00			
E 19	WZZM	08/27/12	08/27/12	M-F 6-630p M-F News	CM	6-630p	M-----	:30	1	\$460.00	P-4	0.00	NM	1	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$460.00		0.00			
E 20	WZZM	08/27/12	08/27/12	M-F 630-7p M-F ABC World News	CM	630-7p	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$550.00		0.00			
E 21	WZZM	08/27/12	08/27/12	Nightline Nightline	CM	1135p-1202a	M-----	:30	1	\$225.00	P-4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$225.00		0.00			
E 22	WZZM	08/27/12	08/27/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	M-----	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		2				\$300.00		0.00			
E 23	WZZM	08/27/12	08/27/12	Mon Prime Other Bachelor Pad	CM	8-10p	M-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		2				\$1,000.00		0.00			
													Totals	66	\$22,445.00